

## The Role of Media Discourse in Fostering Patriotism among Political and Non-Political Affiliates

Musab Abdelgadir Widdatallah <sup>1\*</sup> 

<sup>1</sup> Professor of Political Media, Department of Communication and Media, College of Arts, King Faisal University, Hufuf, SAUDI ARABIA; Email: [mamohammed@kfu.edu.sa](mailto:mamohammed@kfu.edu.sa), ORCID: <https://orcid.org/0000-0002-1160-9597>

\*Corresponding Author: [mamohammed@kfu.edu.sa](mailto:mamohammed@kfu.edu.sa)

**Citation:** Widdatallah, M. A. (2025). The Role of Media Discourse in Fostering Patriotism among Political and Non-Political Affiliates, *Journal of Cultural Analysis and Social Change*, 10(2), 2861-2869. <https://doi.org/10.64753/jcasc.v10i2.2023>

**Published:** November 18, 2025

### ABSTRACT

The research aimed to identify differences in patriotism between political party members (PPMs) and non-political party members (NPPMs) in Sudan, examine the impact of media on patriotism, compare patriotism level (PL), and explore how demographics and political beliefs influence these differences. This study employed a quantitative field methodology using an independent samples t-test to compare the impact of media discourse on PL between PPMs and NPPMs in Sudan. Participants were 380 educated male and female individuals engaged with media, selected from all 18 states. The researcher collected data using an electronic questionnaire, distributed it through email, Facebook, and WhatsApp, and analyzed it using IBM SPSS software. Inferential statistics showed NPPMs accounted for 52.6%, with PPMs at 47.4%. PPMs exhibited significantly higher PL (mean = 52.53) than NPPMs (mean = 32.46). NPPMs had a considerable standard deviation (11.60 vs. 2.80), indicating higher variability. Levene's test ( $p = 0.000$ ) indicated unequal variances. The independent samples t-test confirmed significant differences ( $t(224.48) = 23.73, p = 0.000$ ), affirming that media discourse significantly influenced PPMs patriotism compared to NPPMs. Conclusively, the study showed that media discourse effectively impacted patriotism. It explained variations in patriotism between PPMs and NPPMs. PPMs exhibited higher PL compared to NPPMs. Improving education and media can instill patriotic values. The independent sample t-test highlighted significant differences, demonstrating the media's role in shaping social values.

**Keywords:** Patriotism Level, Media Discourse, Political Party Members (PPMs), Non-Political Party Members (NPPMs), Educational Media

### INTRODUCTION

Patriotism, characterized by a profound love and loyalty to one's country, is essential for shaping national identity and cohesion. Numerous researches have concentrated on describing patriotism as a compulsory sentiment for every person and a sense of attachment to the native land experienced by the citizens (Nathanson, 2020). Patriotism manifests as a manifestation of an individual's favorable sentiments toward their nation. Such sentiments are primarily rooted in nationalistic drives (Gilbert & Garcia, 2020; Lin & Jackson, 2023; Zappettini et al., 2021). Media plays a socializing agent and, therefore, has a major impact on the community's attitudes, including patriotism. Therefore, It is necessary to consider the relationship between media, political affiliation, and patriotic sentiment to understand its social impact (Tsvetova, 2021).

The media, in general, and university media, in particular, boost patriotism by advocating for nationhood. Research indicates that journalistic messages and language features back this idea. Communication and media management are significant facilitators in these endeavors (Oliz et al., 2023a; Osman, 2022; Ushchapovska & Markova, 2020). Sudan political parties began in the 1940s as anti-colonial movements and have always been related to media activities, including Omdurman radio, television, and newspapers. This link shows how the media plays

a part in shaping national feeling and patriotism. Much research has been done on mass media's role in influencing masses opinion, disseminating information, and even promoting social norms in Sudanese culture.

Some studies propose an analytical framework that categorizes national press coverage indicators into specific classification categories. However, these studies emphasize the importance of public sentiments (Ginosar & Cohen, 2019). Some dwell on the relationship between patriotism and media representation, arguing that it is instrumental in creating social order and cohesion, especially in societies in conflict, such as the Sudan. To the best of the researcher's knowledge, no research has delved into the impact of political party membership on the patriotic sentiment of citizens. Research is important for countries like Sudan, with internal conflict and ethnic diversity problems. That is why Sudan requires legal changes that correspond to the international level to address the issue of diversity (Saeed, 2023). Sudan has undergone severe civil strife, economic difficulties, military coup d'états that have not ended, and social unrest. The colonial factor, especially the history of colonization of Sudan, is important in these conflicts (Elmukashfi, 2020; Wu, 2024). The country is still facing internal struggles, and the politicization of the tribes in Sudan has made them fight and cause insecurity. Hence, the fundamental conflicts plaguing Sudan include inequality and marginalization. Efforts to address these problems are key to enhancing peace in this nation (Denisova & Kostelyanets, 2022; Mohammed, 2023). For internal stability, Sudan requires a strategy for managing media institutions to have a harmonized media discourse that will address the national interest. This entails using media to disseminate information on citizenship and patriotism. As much as the media serves its purpose in coverage and information dissemination, its effectiveness in encouraging patriotism and national loyalty still requires more investigation. Currently, media institutions, with the help of new technologies and professionalism, have a modern setting for media discourses. Some prior studies have focused on the media as an object of investigation in this regard (Zhang et al., 2019).

This paper focuses on the effects of media messaging on patriotism among people with political party affiliations and those without such affiliations. The article's theme question is whether there are significant differences in the patriotism level (PL) between individuals who are members of political parties and those who are not. The sub-questions arising from the key - question are: (1) How does political discourse affect the perception of patriotism among members and non-members of Sudanese political parties? (2) Does a specific aspect of media discourse, such as design or harmony, correlate with the PL in either group? (3) To what extent do the personal political beliefs of individuals in either group influence their assessment of the relationship between media and patriotism? (4) Are there demographic factors, such as age and educational level, that interact with media discourse to affect the degree of patriotism differently among members of political parties?

Through these questions this study aims to determine the magnitude of the differences in patriotism between members and non-members of the political parties and, thus, evaluate the practical importance of the differences. The study also seeks to establish the extent to which different aspects of media presentation, including frequency of presentation and framing, are related to PL. It also analyzes how media discourse interacts with demographic variables, including age and educational level, to influence patriotism across different groups.

## LITERATURE REVIEW

Many articles highlight the media's implications in Sudan (Abdelbagi & Literat, 2023; El Gody, 2007). However, the researcher did not find studies that addressed the relationship between media discourse and patriotism or how media can encourage the entrenchment of national spirit in individuals. This research evaluates the impact of media discourse in terms of its formulation, dissemination, and content on nationalism, focusing on the Sudanese context. Therefore, the literature review focuses on this impact and measures the PL based on surveys comparing the means between political party members (PPMs) and non-political party members (NPPMs).

### Requirements of Efficient Media Discourse

Efficient media discourse requires four key conditions: the organization of content and language, adherence to evidence and scientific data, and overall coherency and fluency of the text. It ensures that the study's aims and objectives are outlined and explained, as well as the central theme of the study and its relevance in the academic discipline. This is done by citing good sources and previous research that has been done on the subject. This is about having a good organization of ideas so that there is continuity and a reasonable flow of ideas in a discourse. Further, applying information technologies in language teaching can improve communication skills (Kolosova E., 2023; Suryadi et al., 2023). Media discourse is the extent to which the readers can understand information in a specific media. In Sudan, the media are instruments of change that inform people and conserve culture (Nyimeda Deng Macham Angu, 2024). Professional media language should be unambiguous, specific, and formal, with no slang. Proofreading is necessary to guarantee that it does not contain mistakes and that the message is easy to comprehend (Nasution, 2022).

## Patriotism: An Emotive Practical Paradigm

Patriotism expresses allegiance and loyalty to the country. Patriotism motivates researchers and authors to investigate and write about phenomena relevant to national identity and cultural affiliation (Frahm, 2012). These works analyze how culture and values influence ideas regarding patriotism and love for the country. Patriotism refers to the love and devotion that one has towards the country to which one belongs. Current research revolves around how emotions and values enhance patriotism and how such feelings can be directed constructively across cultures. Such approaches involve the survey of national practices and symbols. Many other writers associate patriotism with culture tightly (Chikaeva, 2021; Emre, 2019; Monina, 2021). The current literature on patriotism concerns several issues, such as social and cultural changes in the contemporary world. The media has brought about these changes, especially with the developments in media production technology. It can change cultural and social relations by bringing new cultures into society, leading to whether the media can influence the nature of society and change the national character. Studies also seek to establish how media can boost the PL and help people of different groups agree. Media is, therefore, perceived to be progressively crucial in molding African communities in aspects such as political instability, multiple identities, and internal conflict, hence the need for an efficient media strategy.

## Rational of Partisan Political Membership

Numerous interconnected factors have profoundly affected party affiliation in Sudan. Several factors play a crucial role in determining the distribution of political power in Sudan, thereby influencing present and forthcoming conditions of political factions and, subsequently, political steadiness (Sharfi, 2024). British colonialism left a permanent cultural, political, and geographical imprint that defined party affiliations after independence. Economically, it formed the agricultural, industrial, trade, and export-based parties to mobilize the members for better living standards and employment opportunities. Ethnic and cultural factors also play a part in party identification, as most parties are identified as ethnic or cultural groups. Over the years, the media has helped improve party loyalty (Van Remoortere & Vliegenthart, 2023). It has been instrumental in the political marketing of individuals, programs, and ideas. The development of partisan journalism has further contributed to this trend. These diverse factors collectively explain the growth of party loyalties and the expansion of party membership in Sudan. Education is also among the factors that influence party affiliation in Sudan. Universities and civil society organizations have played a role in raising awareness among young people. Moreover, some have joined parties they believe can offer solutions to the state's and society's growing and complex crises.

## An Overview of Curriculum Significance

The curricula of political science and communication and media studies play a crucial role in promoting national values in Sudan (McClellan, 2021). Public administration and communication courses assist learners in comprehending national identity and responding to political and social issues. They enhance the role of national and international governance, active citizenship, media literacy, and fighting fake news. These curricula promote nationalism and togetherness by having students who will be helpful to citizens in a united and developing nation.

Students learn the importance of good governance, active citizenship, respect for the law, and public participation. The political science curriculum covers the study of public policies, planning, and strategic sciences. Furthermore, the field of communication and media studies enhances students' capacity to comprehend the media's influence on respecting a national identity while also enabling them to differentiate between credible and inaccurate information (Zhang et al., 2020). Media courses aim to develop solidarity critical thinking and enhance students' knowledge of Sudanese history and culture. They also address the issue of media promoting national cohesion and developing content that has cultural significance. Also, students learn how to debunk fake news and share good news and good vibes only with the world. Recent studies call for further research on the effect of media discourse on the construction of nationalist and patriotic sentiments. Questionnaires with political and non-political associations show how media affects patriotism to offer insights into the impact of media on societal values and feelings (Tsvetova, 2021).

## Hypothesis of the Study

The formulated research hypothesis is as follows:

**Null Hypothesis (H):** There is a significant difference in PL attained from the following media discourse between PPMs and NPPMs.

**Alternative Hypothesis (H1):** There is no significant difference in PL attained from the following media discourse between PPMs and NPPMs.

## METHODOLOGY

This study utilized a quantitative field methodology to examine the impact of media discourse on patriotism among two distinct groups: PPMs and NPPMs. The primary quantitative method used was the independent sample t-test, which was used to test for the difference in the mean PL between the two groups. Using a structured questionnaire and rigorous statistical analysis provided valuable insights into the relationship between media engagement and patriotism. The participants were given verbal consent to ensure ethical considerations.

### Study Population and Sampling

This study's target population comprises educated people involved in media discourse. The emphasis was placed on both PPMs and NPPMs as their regular and continuous media exposure was necessary to measure the effects of media discourse on their patriotism. Data was collected in all eighteen states in Sudan.

The study utilized two primary parameters in the selection of research participants. The initial parameter involved a fascination with media discourse and consistent involvement with Sudanese media. The subsequent parameter pertained to an interest in Sudanese national affairs. The study did not include any person who did not fulfill these conditions. The sample consisted of males and females aged between 25 and 70. Participants were also grouped according to their education attainment, state of practice, and years of practice.

### Data Collection

An electronic questionnaire collected the data, and it was considered that the sample of 380 participants was sufficient for statistical analysis. The questionnaire was sent through email, Facebook, and WhatsApp. Before distributing the questionnaires, the researcher had to contact the potential participants through their email and social media accounts to inform them about the purpose of the study and to build trust. This initial contact ensured the participants' cooperation and allowed them to forward the questionnaire to other people.

### Questionnaire Design

The study used a questionnaire that included four main parts, in addition to questions about the biographic information of the participants. They focused on the following points: the relationship between media discourse and patriotism, party affiliation and patriotism, and the impact of media discourse on participants' patriotism. Participants' perceptions of how the media discussions affected their patriotism were measured using a 5-point Likert scale: strongly agree, agree, neutral, disagree, and strongly disagree. Responses were given numerical codes so that the scores of the two groups could be compared. The questionnaire was translated into Arabic and then shared with seven other colleagues to check if they understood the questions well. The final version of the questionnaire contained 12 main and 3 biographic questions developed following the study's research questions, hypotheses, and problem statement. The questionnaire was designed to capture specific and appropriate information and contained no general questions.

### Data Analysis

Data was analyzed using IBM SPSS version 26. This software was employed to conduct the independent samples t-test to evaluate the extent of the impact of media discourse on the PL. The reliability of the study was maintained by the internal consistency of the items in the questionnaire, and the consistency between sections was checked.

## RESULTS

Incorporating biographic information is vital for accurately contextualizing the results of an independent sample t-test. Additionally, specifying group sizes—180 PPMs and 200 NPPMs—is essential for maintaining the validity and reliability of the analysis. The researcher conducted a pilot test on a sample before distributing the questionnaire to ensure its reliability. The objectivity test showed that all alpha values were above 88%. Additionally, Cronbach's Alpha was tested for various sections of the questionnaire, resulting in a percentage of 98.5%. These tests indicated the coherence and quality of the questions (Table 1).

**Table 1.** Reliability Test

Q. No	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Reliability Statistics (Section)
Q1	7.0684	6.977	0.948	0.947	0.970
Q2	7.2737	7.503	0.905	0.977	
Q3	6.8684	7.555	0.957	0.942	
Q4	6.4132	8.908	0.639	0.973	0.886
Q5	7.8447	5.176	0.921	0.701	
Q6	7.7632	4.477	0.911	0.729	
Q7	7.9947	5.657	0.962	0.949	0.973
Q8	8.0368	5.371	0.966	0.943	
Q9	7.4947	4.894	0.913	0.990	
Q10	7.4263	7.522	0.891	0.945	0.951
Q11	8.3816	5.862	0.882	0.955	
Q12	7.6974	6.375	0.953	0.886	
<b>Total</b>					<b>0.985</b>

This study compared the impact of media discourse on the PL by applying it to two independent groups, PPMs and NPPMs. The results section indicates two key analytical tables: Group Statistics and Independent Samples Test. The research here wants to know if a notable disparity exists in the PL acquired by PPMs and NPPMs. Some assumptions are essential for the utilization of independent sample t-tests. (1) The measurement of the dependent variable is on a continuous scale. (2) The independent variable consists of categorical, independent groups. (3) Data should have independence of observations. (4) There are no significant outliers in the dataset. (5) The dependent variable should have an approximately normal distribution within the two groups of the independent variables. The inferential statistics showed that the percentage of NPPMs was 52.6%, while PPMs were 47.4%.

On average, PPMs have a significantly higher PL (52.53) when compared to NPPMs (32.46). The standard deviation for NPPMs (11.60) is greater than that for PPMs (2.80), indicating higher variability in the grade of patriotism among NPPMs. The standard error of the mean provides an estimate of the precision of the sample mean. It is more for NPPMs (0.82) correlated to PPMs (0.21), indicating less precision in estimating the population mean for NPPMs due to the higher variability in their PL (Table 2).

**Table 2.** Group Statistics

Variables	Party Affiliation	N	%	Mean	Std. Deviation	Std. Error Mean
PL	PPMs	180	47.4	52.53	2.80	0.21
	NPPMs	200	52.6	32.46	11.60	0.82

The independent samples test includes Levene's test for homogeneity of variances and the t-test for the equality of means. If the p-value of Levene's test is less than 0.05, the variances are not homogeneous, and equal variances are not assumed. In this case, the p-value for Levene's test is 0.000, which is less than 0.05, indicating no homogeneity of variances. Hypothesis H demonstrates a significant difference in PL attained from the following media discourse between PPMs and NPPMs. The inferential statistical calculations confirmed an independent-sample t-test to compare the PL for PPMs and NPPMs. There were significant differences in the scores ( $t(224.48) = 23.73, p = .000$ ), with the mean PL for PPMs ( $M = 52.53, SD = 2.80$ ) being higher than that for NPPMs ( $M = 32.46, SD = 11.60$ ). The magnitude of the differences in the means (mean difference = 20.08, 95% CI: 18.41 to 21.75) was significant, thus supporting H (Table 3).

**Table 3.** Independent Samples Test

Variables		t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
<b>PL</b>	Equal variances assumed	326.6	0.000	22.6	378.0	0.000	20.08	0.887	18.33	21.82
	Equal variances are not assumed.	-	-	23.7	224.48	0.000	20.08	0.846	18.41	21.75

The inferential statistics revealed notable distinctions between PPMs and NPPMs. The influence of media discourse was evident in the PL within the PPM group as opposed to the NPPM group.

## DISCUSSION

PPMs are interested in public affairs, so they actively consume media content. Such engagement is motivated by their desire to monitor interactions between political actors and the public and to participate in sharing and acquiring a wide range of specific information. The messages of patriotism in media discourse play a major role in shaping PPMs, especially the young PPMs, by making them proud of their nation. On the other hand, NPPMs are not as affected by the media language. Their interaction with media is also low, indicating that they are less concerned with the affairs of society. This means they are comparatively less sensitive to media discourses than PPMs. This difference can also be expected because people who are less active in public affairs are less sensitive to the content of the media.

It is important to note that the media often tends to focus on specialized communications, also known as specialized media. For example, experts in educational media now provide specialized content on topics such as social upbringing and national education (Martins, 2023; Tarigan et al., 2022). Media strategies are important for state planning because they assist media in its operations, especially in social upbringing and national education, which are essential for society. With Sudan's internal conflicts and political instabilities, the country needs media to embrace nationalism, peace, and stability. The results of the independent sample t-test ( $t (224.48) = 23.73, p = 0.000$ ) also suggest that the discourse of media has a more significant effect on patriotism in PPMs than the NPPMs. Thus, this study establishes a statistically significant difference in how media discourse impacts patriotism between these two groups.

The study looks at how media messages shape the perception of nationalism and patriotism concerning the nature, presentation, and content of the media messages, as well as the success and the response generated. It also looks at how personal perceptions affect people's perception of the content in media and how age and education level affect the perception of media messages on patriotism. Further, some studies have noted a significant rise in the use of biased language compared to ethnicity and gender (Rozado et al., 2023). A study of 27 million news and opinion articles from 47 US media outlets (1970–2019) showed that the frequency of words signalling racial or gender bias rose from 2010 to 2019 across most outlets (Nur Aisha Zainal, 2021). The research also revealed that media enhances awareness of the nation and patriotism, especially the targeted media discourse. The nature of delivering media content has a considerable impact on the overall impact of the content. Also, the audiences' beliefs, education level, and age play a significant role in the perception of media communications.

The findings of this study align with the results of many previous studies like such as those on the educational dimensions of media and its influence on socialization, as well as the effects of media exposure on promoting national loyalty and civic participation (Shah et al., 2009). The media's ability to exert influence on social norms and values is especially significant in situations like as Sudan, where media can fulfil a crucial function in molding societal perspectives and political beliefs (Abbas, 2022). This study applies explicitly to Sudan, the educational aspects of media and its impact on socialization and education, as emphasized in this research, have also been addressed in prior studies (Ji, 2022). Moreover, numerous research studies have examined the correlation between

patriotism and the media. The concordance between the findings of this study and other studies gives credibility to the findings and evidence of applicability elsewhere, generating the potential for forming workable frameworks for implementation from such research outcomes. Though functional media has been the focus of many investigations, this work most significantly focuses on the ability of Sudanese media discourse to influence patriotism and educational media in Sudan because the study has incorporated the PPMs and NPPMs to gain insights into the perceptions of these two groups. This is its major strength in that it examines an area of study in media, psychology, and political science, advocating for educational media to encourage patriotism (Oliz et al., 2023b).

The study outcomes were expected based on the earlier literature and similar research regarding media's social, cultural, and political uses. Amongst some of the findings are that media communication plays a significant role in enhancing nationalist feelings and that there are differences in the PL between PPMs and NPPMs based on exposure to the media content. According to the study, the educational media should be given priority in Sudan's planning, and the quality and manner in which the messages are presented to the audience are essential. Furthermore, factors such as beliefs, education level, and age of the people affected the media discourse. Unlike general studies, this research targeted concrete and accurate information and was carried out with a selective audience that actively analyzes media messages.

## CONCLUSION

This paper offers a unique contribution to understanding the effects of media discourse on patriotism and reveals the differences between PPMs and NPPMs in terms of patriotism. The results show that exposure to relevant media improves the nation's awareness and strengthens patriotism, especially among the more politically active citizens such as the PPMs. This research points to the need for educational media to develop nationalist sentiments and avails it for operationalizing nationalist media in Sudan's media system, particularly during political crises and internal conflict. The findings also suggest that certain personal characteristics, including beliefs, educational level, and age, affect how media messages are decoded and interpreted. This research underscores the importance of media in constructing the national identity and indicates the further study of media's educational function for enhancing society's stability and cohesion. The important recommendation of this study is to adopt a large research project that examines the multidimensional effects of media discourse. Research teamwork of specialists in psychology, sociology, political science, and media studies can conduct similar studies concerning media discourse and yield better and more comprehensive scientific results.

## RESEARCH LIMITATIONS

Some limitations are associated with the study. It targeted mainly the PPMs and NPPMs within a certain geographical area and region, which may confine the generalization of the results to the sample and other populations and settings. Also, the study focused on patriotism in media only without looking at other crucial areas of discussion that may include economic policies or social problems. A cross-sectional design was used, which provided data at one point in time, thus excluding the possibility of identifying the changes in the media discourse's impact on patriotism over a longer period. Moreover, data collection through questionnaires may also have a bias problem because participants may over- or underestimate their media consumption or PL.

Future studies should include a more extensive and diverse population sample and address other themes except patriotism. Future research based on the changes in the intensity and direction of media discourse's effects on patriotism would be ideal, especially where longitudinal designs would enable the assessment of shifts in the public and media dynamics over time due to changes in the political and social environment. The generalization of the media coverage analysis to other topics other than patriotism may give a broader perspective of the media effects. Further, an analysis of the function of digital media would provide a useful comparative analysis of traditional media effects.

### Statements and Declarations

#### *Author Contributions*

All the work has solely been done by the author.

#### *Ethical Considerations*

Ethical approval was not deemed necessary for this research. However, the study adhered to ethical principles by ensuring the confidentiality of participants' responses and accurately representing the study's objectives and scope in the introductory paragraph of the questionnaire.

### Data Availability Statement

All data generated or analyzed during this work are included in this manuscript.

### Authors Declarations

Author has no conflict of interest to declare.

### Funding

This work was supported by the Deanship of Scientific Research, Vice Presidency for Graduate Studies and Scientific Research, King Faisal University, Saudi Arabia [Grant No. KFU242716].

## REFERENCES

Abbas, Z. H. A. (2022). The Role of the Mass Media in Peace Building and Conflict Resolution in the Durfur Region of Western Sudan.

Abdelbagi, A., & Literat, I. (2023). Mapping the Information Landscapes of Sudanese Youth: Implications for Media Literacy Education. *International Journal of Communication*, 17, 23.

Chikaeva, T. A. (2021). Patriotism as a Foundation for the Creative Development of Man and Culture. *Research Result Social Studies and Humanities*. 7(3), 41-50. <https://doi.org/https://doi.org/10.18413/2408-932x-2021-7-3-0-5>

Denisova, T., & Kostelyanets, S. (2022). Sudan after Omar al-Bashir: A territory of instability. *Asia and Africa Today*(9), 29-36.

El Gody, A. (2007). New media, new audience, new topics, and new forms of censorship in the Middle East. In *New media and the new Middle East* (pp. 213-234). Springer.

Elmukashfi, I. (2020). *The Role of Colonial Powers in African Conflicts: a Case Study of Britain in Sudan Conflict and the Secession of South Sudan* [University of Nairobi].

Emre, S. (2019). Arab Patriotism: The Ideology and Culture of Power in Late Ottoman Egypt. In: Pennsylvania State University Press.

Frahm, O. (2012). Defining the nation: National identity in South Sudanese media discourse. *Africa Spectrum*, 47(1), 21-49.

Gilbert, M., & Garcia, I. (2020). On patriotism. *Handbook of patriotism*, 271-286.

Ginosar, A., & Cohen, I. (2019). Patriotic journalism: An appeal to emotion and cognition. *Media, War & Conflict*, 12(1), 3-18.

Ji, Y. (2022). Research on the Mechanism of the Use of Official Media in China in Influencing Cultural Confidence. 2022 3rd International Conference on Mental Health, Education and Human Development (MHEHD 2022),

Kolossova E., S. N. (2023). Lingvo-methodical potential of media discourse in the formation of communicative competence in foreign language classes. *Philology and Culture*(2), 215-221. <https://doi.org/https://doi.org/10.26907/2782-4756-2023-72-2-215-221>

Lin, J. C., & Jackson, L. (2023). Patriotism in moral education: Toward a rational approach in China. *Journal of Moral Education*, 52(3), 343-361.

Martins, N. I. (2023). Digital Media and Political Socialization: Implications for Nigeria's Democracy. *Aurelia: Jurnal Penelitian Dan Pengabdian Masyarakat Indonesia*, 2(1), 1-6.

McClellan, E. F. (2021). Curriculum theory and the undergraduate political science major: toward a contingency approach. *PS: Political Science & Politics*, 54(2), 368-372.

Mohammed, M. A. (2023). Politicization of the Ethno-Tribal Component in Sudan. *Humanities and Social Sciences. Bulletin of the Financial University*, 13(2), 117-120.

Monina, N. P. (2021). On the Question of the Essences of the Phenomenon of Patriotism within the Framework of Russian Culture. *Culture Space of Russian World*. 5(4), 3-6 [https://doi.org/https://doi.org/10.24147/2782-2532.2021.5\(4\).3-6](https://doi.org/https://doi.org/10.24147/2782-2532.2021.5(4).3-6)

Nasution, A. K. P. (2022). Social media used in language learning: benefits and challenges. *Journal of Linguistics, Literature, and Language Teaching (JLLLT)*, 1(2), 59-68.

Nathanson, S. (2020). Moderate patriotism. *Handbook of patriotism*, 141-161.

Nur Aisha Zainal, S., M. a. M., & Mahmud, W. a. W. (2021). Patriotism Spirit Using New Media Among Youth in Malaysia. *Malaysian Journal of Communication*, 37(4), 177-198. <https://doi.org/https://doi.org/10.17576/jkmjc-2021-3704-11>

Nyimeda Deng Macham Angu, D. S. F. A. (2024). Angui, N. D. M. (2024). A Study of the Role of Mass Media in the Development of Society in Sudan: A Case Study. *International Journal for Research in Applied Science and Engineering Technology*, . 12(5), 595-600. <https://doi.org/https://doi.org/10.22214/ijraset.2024.60240>

Oliz, #039, & ko, N. S. (2023a). University Media Discourse as a Means of Patriotic Education for Young People. *Virtual Communication and Social Networks*(2), 4.

Oliz, #039, & ko, N. S. (2023b). University media discourse: towards the problem of patriotic education of youth. *Linguistics & Education*(3), 6.

Osman, A. K. (2022). Sudan's Unfinished Democracy: The Promise and Betrayal of a People's Revolution: by Willow Berridge, Justin Lynch, Rega Makawi and Alex de Waal, Hurst Publishers, 2022, 280pp, £ 22 (Paperback), ISBN: 9781787385351. In: Taylor & Francis.

Rozado, D., Al-Gharbi, M., & Halberstadt, J. (2023). Prevalence of prejudice-denoting words in news media discourse: A chronological analysis. *Social Science computer review*, 41(1), 99-122.

Saeed, S. (2023). DIVERSITY MANAGEMENT IN SUDAN'S DEMOCRATIC TRANSITIONAL ARRANGEMENTS. *International Institute for Democracy and Electoral Assistance*, 1-16.

Shah, D. V., Rojas, H., & Cho, J. (2009). Media and civic participation: On understanding and misunderstanding communication effects. In *Media effects* (pp. 223-243). Routledge.

Sharfi, M. (2024). The shifting landscape of Sudan's political parties: determinants and implications. *The Journal of North African Studies*, 29(3), 501-526.

Suryadi, S., Muhyidin, A., Syafrizal, S., & Erlangga, F. (2023). The Effectiveness of Learning Media and Discourse Markers Mastery on Students' Speaking Skill. *PPSDP International Journal of Education*, 2(2), 449-457.

Tarigan, F., Nasution, A., Hidayati, T., Prono, J., & Siregar, E. (2022). Socialization of Application Digital Media for Hybrid Learning. *Journal of Community Research and Service*, 6(1), 73-78.

Tsvetova, N. S. (2021). Current Media Concepts: Dynamics of Value Meanings. *Humanitarian Vector*, 16(4), 107-116. <https://doi.org/https://doi.org/10.21209/1996-7853-2021-16-4-107-116>

Ushchapovska, I., & Markova, O. (2020). Linguistic and Pragmatic Parameters of the Phenomenon of Patriotism in the Formation of a National Brand (a Case Study of the Language of Contemporary Media). *Philological Treatises*, 12(1), 126-133.

Van Remoortere, A., & Vliegenthart, R. (2023). The influence of mass media on the popularity of politicians. *Party Politics*, 13540688231187964.

Wu, Z. (2024). Colonized colonialists—alternative colonialism. *Journal of Political Science Research*, 5(1), 5-11.

Zappettini, F., Ponton, D. M., & Larina, T. V. (2021). Emotionalisation of contemporary media discourse. A research agenda. *Russian Journal of Linguistics*, 25(3), 587-595.

Zhang, L., Zhang, H., & Wang, K. (2020). Media literacy education and curriculum integration: A literature review. *International Journal of Contemporary Education*, 3(1), 55-64.

Zhang, Y.-X., Feng, Y.-X., & Yang, R.-Q. (2019). Network public opinion propagation model based on the influence of media and interpersonal communication. *International Journal of Modern Physics B*, 33(32), 1950393.